



PALOS VERDES

The New City

Has Millions Behind It

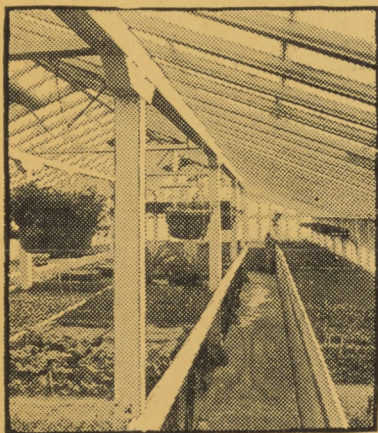
THERE are millions of dollars behind the New City! Everyone should know the facts, for Palos Verdes is one of the big financial institutions of the West.

Palos Verdes is building upon its own property. The 4229 underwriters of the New City hold through their Trustee, the Bank of America, title in fee, without incumbrance, to three thousand two hundred acres of splendid seashore land. It is an asset conservatively valued at \$17,500,000.

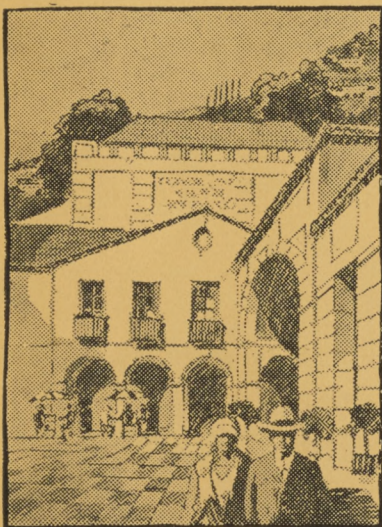
Palos Verdes does not have to borrow money with which to make improvements. The money for improvements is being supplied by the *owners*, the 4229 underwriters. These owners are making millions of dollars available for improvements. Development is



Golf Course Now Being Seeded



Millions of Plants are Growing



Theater Planned for Malaga Cove Plaza

independent of sales. More than one million dollars was expended for improvements in 1923. This year's budget calls for one and a quarter million dollars expenditure.

Sixty Miles of Water Mains

In keeping with its large resources Palos Verdes development is proceeding on a large scale. Twenty miles of boulevards and avenues have been constructed. A high-pressure water system with ten miles of fourteen-inch mains and a fifty-mile distributive system of six and eight-inch mains is being installed.

Golf Course Nearing Completion

An eighteen hole, championship-length golf course has been laid out and is now being seeded. Construction of the golf club building, to cost approximately \$40,000, begins next month. The value of the completed course, including land and buildings, is conservatively placed at four hundred and fifty thousand dollars. This course is open to every resident and owner of Palos Verdes property.

Three Business Plazas

Plans for three splendid business plazas to be located in Malaga Cove, the Lunada Bay and the Valmonte districts are completed. Construction of buildings in these plazas will be under the direction of noted architects.

Fifty Engineers Employed

A resident staff of fifty engineers and landscape architects, headed by Olmsted Brothers, and an Art Jury, directed by Myron Hunt, D. A. Allison and Robert Farquhar, noted architects of Los Angeles, are engaged in carrying forward the Palos Verdes development plan which is acknowledged to excel anything in America. Protective restrictions and zoning permanently insure residential values.

Palos Verdes has its own quarry for road material. It has its own nursery where hundreds of

thousands of ornamental trees and shrubs are growing. Gas and electricity are on the property. Telephone service is assured.

2,500 Own Homesites

Do you know of any place in America where a residential city of such splendid proportions and conceptions is being created? Do you know of any development where such ample capital is available, and where more than two thousand five hundred men and women have already selected sites for their permanent homes?

Do you wonder, in view of these facts, why investments in Palos Verdes by underwriters and purchasers of home and business sites reach the huge total of \$8,950,000?

Answer This Question

Ask yourself, with these facts before you, if you can afford *not* to have a homesite in Palos Verdes. Are you going to let this great improvement program go on and then, when prices are higher, wake up to your opportunity?

Remember, Palos Verdes—the New City—has millions behind it. It is building for permanency. Improvement programs do not depend on funds derived from sales. A million and a quarter dollars go into improvements this year. Two thousand five hundred have chosen homesites. Can you afford to wait longer?

How to Go

BEST ROAD TO PALOS VERDES: Drive to Redondo. Follow Esplanade to end. Road leads to Palos Verdes. Don't let fog stop you—10 to 1 it's sunny at Palos Verdes.

FREE MAP OF PALOS VERDES. A copy of the great 5-color, ten page map of Palos Verdes will be mailed FREE upon request. Simply sign and mail the enclosed card.

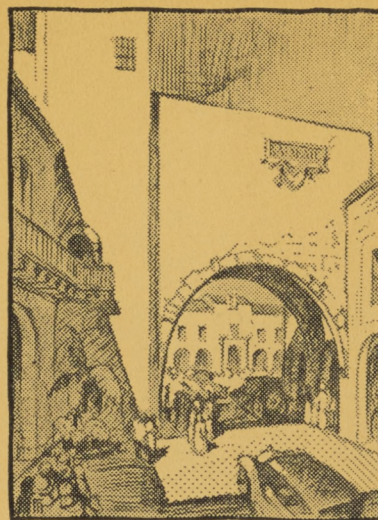
GENERAL SALES OFFICE:

5th FLOOR LANE MORTGAGE BLDG.,

EIGHTH and SPRING STREETS

HENRY CLARKE, Director of Sales

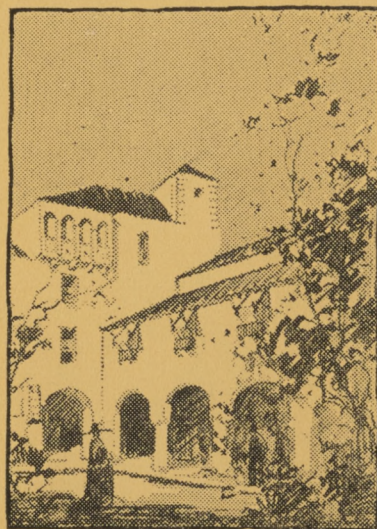
BANK OF AMERICA, Trustee



Great Arch and Tower—Valmonte Plaza



Blasting for New Ocean Boulevard



Shop Corner—Lunada Bay Plaza



Best Road

*Drive to Redondo.
Follow Redondo
Esplanade to end.
Road leads direct
to Palos Verdes.*